

REMARKS

In the Office Action mailed June 5, 2005, the Examiner rejected claims 1, 3 to 15, and 17 to 20. This Response "C" cancels no claims, amends claims 1 and 20, and adds new claims 21 and 22. Accordingly, claims 1, 3 to 15, and 17 to 22 are now pending in this application.

Claims 1 to 4, 8, and 12 to 20 were rejected under 35 U.S.C. 103(a) as unpatentable over Leeke et al. (US 6,587,127).

Leeke et al. discloses a content player in which consumers can access and listen to audio content via the Internet such as radio and television broadcasts and provide feedback. In contrast, the present invention is a relational database utilized internally by marketing professionals to organize a company's marketing efforts for a marketed entity having goods or services for sale. For example, a musical recording company can use the database to market a musician and their recordings or a book publishing company can use the database to market an author and their books. A central feature of the invention is that it enables the company's marketing professional to easily access contact data for particular individuals of the marketed entity and other entities involved in the marketing campaign. For example, contact data for particular individuals of the marketed entity, contact data for particular individuals at radio or television stations associated with the marketing campaign. The relational database enables the company's marketing professional to document all events relating to the marketed entity with links to the associated contact data. This contact data is inherently nonpublic or private contact data because company's do not publish which employees are responsible for which accounts etc. The company's marketing professional must be able to directly contact the particular individuals responsible for the marketing campaign. Public or general contact information such as a company's general phone number or email address would be of little to no help. It is noted that the content player of Leeke et al. in contrast cannot be used in this manner, that is, internally used by a company's marketing professional, because it does not include the required contact data of the particular individuals involved in the marketing effort. It is noted that the American Heritage Dictionary, Second College Edition defines "particular" as associated with a single person not general or universal.

Independent claims 1 and 20, and claims dependent therefrom, are allowable because they each claim a software product for internally organizing a company's marketing of marketed entities. Independent claims 1 and 20, and claims dependent therefrom, are also allowable because they each include the limitations that "wherein the marketed entities link opens a marketed entities window having data fields for entering and viewing contact data relating to particular individuals of the particular marketed entities and the avenues link opens an avenues window having data fields for entering and viewing contact data relating to particular individuals at different avenues of marketing used for marketing the particular marketed entities" and "wherein the plurality of links includes an events link and the events link opens an events window having data fields for entering and viewing contact data relating to particular individuals associated with particular events used for marketing the particular marketed entities." Also new dependent claims 21 and 22 point out that the contact information "includes nonpublic information utilized only by employees of the company." The Examiner previously suggested that limitations relating to nonpublic contact information are not stated in the claims and/or in Applicant's specification. Applicant respectfully submits that such limitations are supported by the specification. The concept of providing a database for a company to internally store contact information relating to specific contact persons is found throughout the specification. For example at page 7, line 4 it states "information relating to contact persons at various companies and organizations, and line 7-8 it states that the software stores information relating to various employees of the company utilizing the database program. It is inherent that such information for individual persons and employees is not public information and that the software is for internal use only. Companies do not make public their employee's job descriptions, contact information, social security numbers etc.. No prior art of record discloses or reasonably suggests the present invention as defined by the amended independent claims. Reconsideration and withdrawal of the rejection is requested.

Claims 5 to 7 and 9 to 11 were rejected under 35 U.S.C. 103(a) as unpatentable over Leeke et al. (US 6,587,127) in view of White et al. (US 6,628,302).

Claims 5 to 7 and 9 to 11 are each allowable as depending from allowable independent claim 1, as discussed above, and independently allowable for the novel and nonobvious matter contained therein. Reconsideration and withdrawal of the rejection is requested.

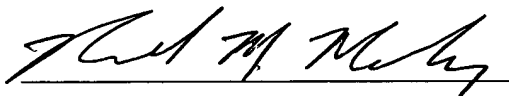
In light of the foregoing, it is respectfully submitted that the present application is in a condition for allowance and notice to that effect is hereby requested. If it is found that the present amendment does not place the application in a condition for allowance, applicant's undersigned attorney requests that the examiner initiate a telephone interview to expedite prosecution of the application.

If there are any fees resulting from this communication, please charge same to our Deposit Account No. 16-2326.

Respectfully submitted,

PORTER, WRIGHT, MORRIS & ARTHUR LLP

August 5, 2005

A handwritten signature in dark ink, appearing to read "Richard M. Mescher", is written over a horizontal line.

Richard M. Mescher, Reg. No. 38,242

Porter, Wright, Morris & Arthur LLP
41 South High Street
Columbus, OH 43215-6194